



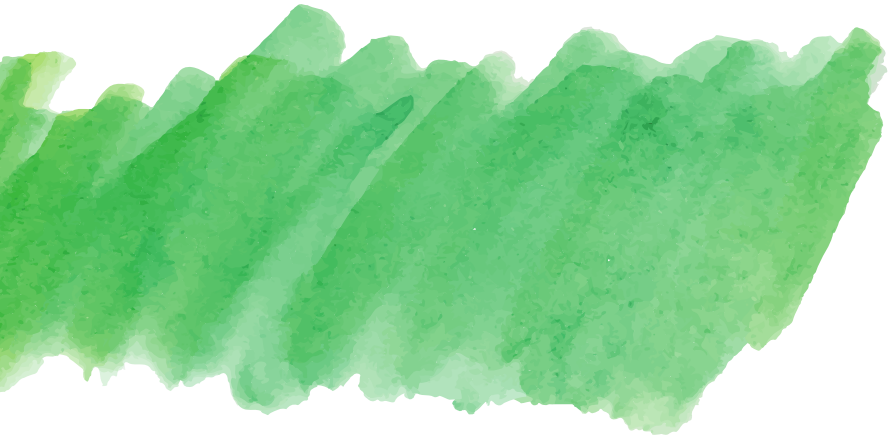
GREEN GROWTH ASIA FOUNDATION (1271638-X)

# CORPORATE PROFILE

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2021





**Green is a process,  
not a status. We need  
to think of 'green' as  
a verb, not an  
adjective.**

**Daniel Goleman**



Where we are  
TODAY

## ABOUT US

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Name of Organization	:	Green Growth Asia Foundation
Company registration number	:	1271638-X
Origin of company	:	Incorporated in Malaysia
Status of company	:	Public Company
Type of company	:	Company Limited by Guarantee
Date of Formation	:	12th March 2018
Head Office Address	:	A-02-10, Plaza Damas 3, Jalan Sri Hartamas 1, 50480, KL 21-2, Jalan dr 1, Taman Delima, 75150, Bukit Baru, Melaka
Email	:	contactus@greengrowthasia.org
General Website	:	www.greengrowthasia.org
Current Program Operational Areas	:	Melaka, Kedah, Perak, Kelantan
Social Enterprise Status	:	SE with MaGIC serial number 569853
Tax Exemption Status	:	LHDN.01/35/42/51/179-6.8552 (sbs). Under Subsection 44(6) of the Income Tax Act 1967, All the donations eligible for tax-deductibility,

The Green Growth Asia Foundation is a not-for-profit organisation incorporated in Malaysia that is dedicated to supporting and promoting strong, inclusive and sustainable economic growth in developing countries and emerging economies. Whilst based in Malaysia, we work in partnership with other likeminded organisations regionally and internationally both directly and through many strategic partnerships.

The Green Growth Asia Foundation bases its own strategy on the direction and guidance provided by the UN's Sustainable Development Goals (SDG) and our programmes and projects work towards achieving selected SDG indicators. In order to reinforce the link between our work and these SDG indicators, our programmes and projects establish their own indicators that are linked to the SDGs and therefore aim to establish the contribution that we are securing towards the SDG indicators and broader goals and vision.



## OUR GOALS

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### VISION

To achieve economic growth that is socially inclusive and environmentally sustainable where society fully embraces a green lifestyle.

### MISSION

To promote a green growth agenda to all urban and community stakeholders through programmes, projects and activities that advance sustainable solutions in the form of knowledge, cutting edge technology and innovative financing based solutions.

### THE GOALS

The following goals represent the outcomes that GGAF is working towards in Asia:

1. Economic growth is being pursued through a green growth agenda
2. Society is fully included in the benefits of economic growth leading to poverty eradication, higher living standards and enhanced well-being
3. The Environment is healthy and is not being depleted or adversely impacted by economic and social development
4. Education for Sustainable Development has empowered people to change the way they think and work towards a sustainable lifestyle and future

What is our  
GOALS

## OUR WORK


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Green Growth Asia Foundation is dedicated to supporting and promoting strong, inclusive and sustainable economic growth in developing countries and emerging economies. Whilst we are based in Malaysia, we work in partnership with other like-minded agencies regionally and internationally both directly and through many strategic partners.

We believe the need for change is now. Previous models of economic growth are no longer suitable as environmental pollution; natural resource depletion and overpopulation issues are casting a shadow on our future. Instead of focusing merely on economic growth, we embrace green growth development that takes both environmental sustainability and social inclusivity into consideration. Being sustainable isn't just about being green, it's also making sure that we are able to adapt and cope with our daily lives.

The ICLEI South Asia has played a catalytic role in the formation of Green Growth Asia Foundation believing that it will fill the knowledge and green growth project implementation gap that they perceived exists.

Green Growth Asia Foundation now seeks to play this role and serve in a mobilising capacity that brings affected stakeholders seeking to mount a response across a wide range of environmental and sustainability themes into contact with private sector and academic solution providers and their technology and methodologies. In addition to this approach, Green Growth Asia Foundation conceives and implements its own projects.



What do we  
DO

## OUR SUSTAINABILITY PILLARS

In order to develop a sustainable Green Growth Strategic Framework that is capable of responding effectively to the sustainability challenges that the people and the planet are facing, it is helpful to categorise these challenges in terms of the interaction between four complex systems: the world economy, the global society and the planet's physical environment and to recognise that education represents a crucial and viable response and intervention.

By understanding these societal goals it is possible to design education based interventions that are specifically tailored and targeted to respond to these societal goals. The SDG and ESD therefore call for green growth to be pursued along the following four clear Pathways:

### SDG Led Pathways towards Global Transformation



Our  
DIRECTION



## OUR APPROACH

We believe that a stakeholder based approach represents the most effective way to mount a successful response to the increasing sustainability challenges faced by cities and communities. GGAF therefore actively pursues opportunities for city and community stakeholders from Asia and around the world to come together and consider the challenges that arise from a range of sustainability themes and importantly the inclusive measures and solutions that are available to them. The stakeholder network that we continue to build is naturally focussed around cities and communities as our targeted impact area and contains the following key stakeholder categories, which are in line with our Vision:



### Central and local governments

Responsible for establishing a legislative and regulatory framework that is conducive to achieving sustainability objectives and in establishing authority for the enforcement.



### City and community municipal organisations

City and community organisations and leaders are on the front line and provide a specific locational context to sustainability themes, both in terms of the destructive impact that poor economic development practices are having on their cities and communities and in mounting effective responses to these practices. Their experiences are important to shaping appropriate responses.



### Financial Institutions

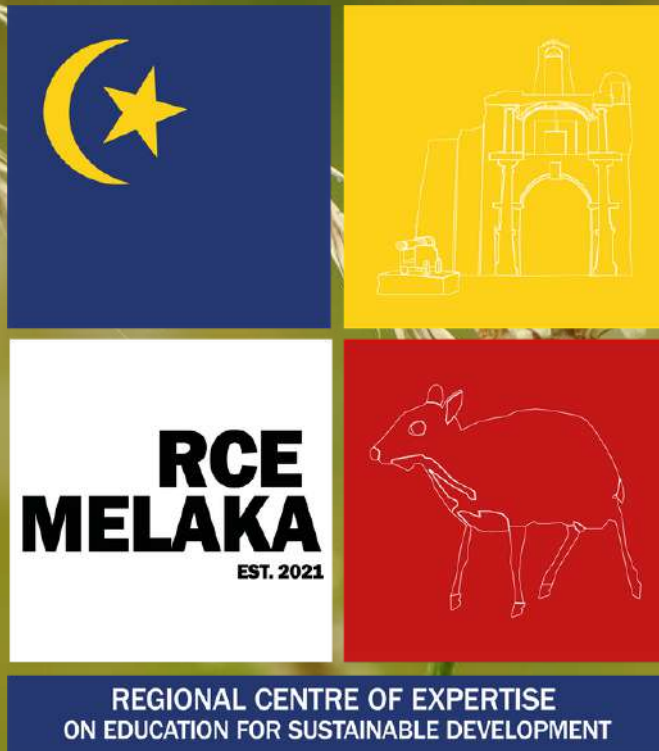
Financial institutions are critical in supporting stakeholders through innovative financing solutions and business models. It must be recognised that government and municipal organisations operate within tight budgetary constraints.



### Academia

Academia provides crucial support in understanding the current situational context and potential future scenarios for sustainability related themes together with the development of suitable technologies as solutions. Science is crucial in achieving sustainable development.

How We  
WORK



Our  
HUB

## RCE MELAKA : REGIONAL ESD HUB

The Green Growth Asia Foundation had established RCE Melaka; a centre that aims to be fully operational by January 2022. The RCE Melaka are officially recognised by the United Nations University and it will be joining the 179 members strong network to promote education for sustainable development. The idea of uniting professionals and academics communities for the single purpose of safeguarding our future is the foundation for the creation of RCEs. RCE Melaka will certainly provide linkage with other RCEs in Malaysia and globally, to provide a lasting impact on the community and environments by collectively finding solutions for environmental problems through education.

The Green Growth Asia Foundation is known to be actively involved in the planning and implementation of high impact green projects in Malaysia. Hence, the introduction of RCE Melaka indeed will further amplify our effort and strengthen the impact of stakeholders' engagement within the community. We are empowering the participants to take the lead in addressing environmental issues as global citizens through various international programmes.

The Regional Centres of Expertise will serve as a bridge for formal and non-formal educators to come together and support the implementation of education for sustainable development initiatives, creating more leaders of tomorrow. Without a doubt, RCE Melaka will transform the sustainability landscape in Melaka and her surrounding area forever.

**The RCE Melaka is officially recognised by the United Nations University and will join the 179 members strong network to promote education for sustainable development.**

### Hosted by



### Acknowledged by



### Collaboration Partners





## OUR ADVISORY COMMITTEE

Green Growth Asia Foundation is guided by an Advisory Committee comprising a wide range of prominent local and international experts that bring experience, knowledge and insight to the work that GGAF undertakes. The Advisory Committee is chaired by Dato Dr. Muhammad Mahadi Bin Mohamad, Executive Director - Green Growth Asia Foundation and includes the following members:



**Dr. Muhammad Mahadi Bin Mohamad**

Executive Director  
Green Growth Asia Foundation



**Mr. Balamurugan Ratha Krishnan**

Chief Executive  
Green Growth Asia Foundation



**Prof. Dr. Ir. Samsul Rizal**

Rector  
Syiah Kuala University,  
Banda Aceh, Indonesia



**Mr. Emani Kumar**

Deputy Chairman  
Deputy Secretary-General, ICLEI  
Executive Director, ICLEI South  
East Asia



**Ms. Sonia Chand Sandhu**

Sr. Advisor to Vice President  
Knowledge Management,  
Sustainable Development, Climate  
Change, ADB



**Dr. Prasad Modak**

Founder and Director  
Ekonnnect Knowledge Foundation



**Dato Lim Sue Beng**

Advisor  
Green Growth Asia Foundation

Our  
**STRENGTH**

## THE MANAGEMENT TEAM

At GGAF, we realise that selecting and nurturing successful employees is the key to developing a successful business. We are continually working hard to improve GGAF's people agenda, implementing a consistent grading structure, an exciting graduate recruitment programme, succession planning and focused bonus scheme, all designed to support and underpin the future growth of the Group.



**Dr. Muhammad Mahadi Bin Mohamad**  
Executive Director,  
Green Growth Asia Foundation



**Mr. Balamurugan Ratha Krishnan**  
Chief Executive,  
Green Growth Asia Foundation



**Mr. Sri Themudu**  
Programme Director,  
Green Growth Asia Foundation



**Shaheerol Izuan Bin Nor Mazlan**  
Project Officer,  
Green Growth Asia Foundation



**Aysha Binti Zamuel**  
National Youth Programme Lead  
Green Growth Asia Foundation





**Nur Syafinaz Bt Mohd Kamal**  
Project Officer,  
Green Growth Asia Foundation

Our  
PEOPLE

## GENDER AND DIVERSITY

GGAF remains committed to the principles of diversity, creating an inclusive work environment and equal opportunities for all employees. Our aim by 2023 is that GGAF is viewed to have built a gender inclusive culture.

### Total Number of Staff in NGO by gender :

Type of Staff	Total Numbers	Men 	Women 
Fixed Term Employment	4	2	2
Part Time Employment	3	1	2
Independent Contract	2	2	0
Volunteers	8	2	6
<b>Total</b>	<b>17</b>	<b>7</b>	<b>10</b>

### Total Number of Staff in NGO by race :

Type of Staff	Total Numbers	Malay	Chinese	Indian
Fixed Term Employment	4	3	0	1
Part Time Employment	3	2	0	1
Independent Contract	2	1	0	1
Volunteers	8	3	2	3
<b>Total</b>	<b>17</b>	<b>9</b>	<b>2</b>	<b>6</b>

Our  
DIVERSITY



## OUR FOCUS

We focus on the sustainability areas where we can make the most impact. GGAF sustainability agenda has five focus areas. They are Education, Environment, Economy and Diversity and Inclusion. At this juncture, we are pioneering in Education pathway and set out 6 themes to be focused on.



EDUCATION FOR  
SUSTAINABLE  
DEVELOPMENT

BIODIVERSITY  
&  
CONVERSATION

ENTREPRENEURSHIP

INDUSTRIAL  
REVOLUTION  
4.0

CLIMATE CHANGE

YOUTH  
&  
MEDIA

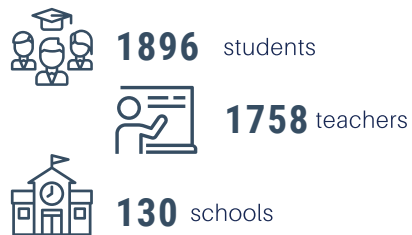
Our  
TARGET

## OUR PROGRAMME KPI

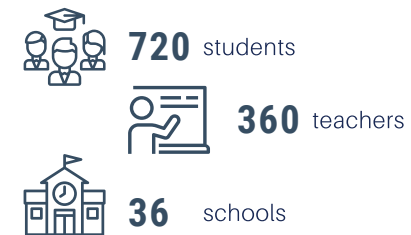
We're proud of our KPI achievement and the colleagues behind them. Our commitment to bring ESD to each and every classroom being recognised by Ministry and as well local government. Our goal is to make a tangible impact on people and society. Altogether, we are expanding access to quality education nationwide, contributing towards the sustainable communities and building green ambassadors for life.

### 01 EDUCATION & SUSTAINABLE DEVELOPMENT

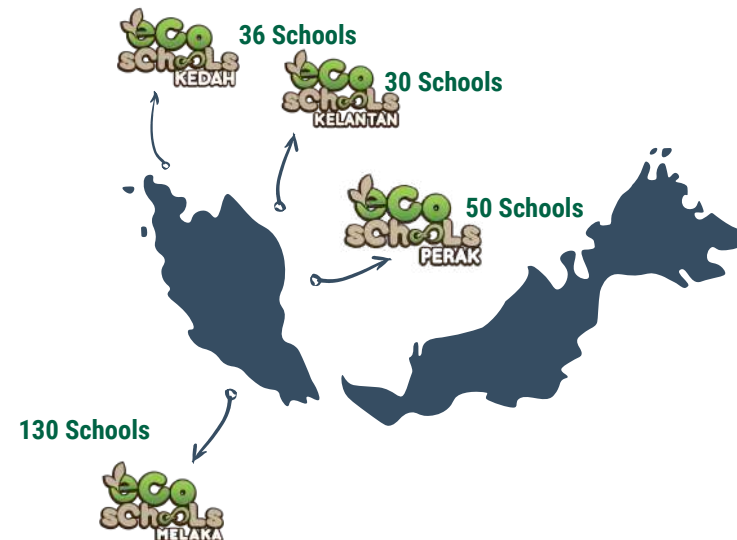
#### 1.1 Eco-Schools Programme Melaka (MESP)



#### 1.2 Eco-Schools Programme Kedah (KESP)



#### ESP EXPANDED TO VARIOUS STATES



Our  
ACHIEVEMENT



Our  
ACHIEVEMENT

## OUR PROGRAMME KPI

We're proud of our KPI achievement and the colleagues behind them. Our commitment to bring ESD to each and every classroom being recognised by Ministry and as well local government. Our goal is to make a tangible impact on people and society. Altogether, we are expanding access to quality education nationwide, contributing towards the sustainable communities and building green ambassadors for life.

### 02 YOUTH MEDIA ADVOCACY & ENVIRONMENT

#### 2.1 Young Reporters for the Environment (YRE)



**350** students



**50** teachers



**15** schools

### 03 CONSERVATION

#### 3.1 Sea Turtle Friendly Lighting Project



**1.0** km sea turtle nesting beach



**30** lights to retrofit



**USD 50K** grant secured

#### 3.2 Back 2 Nature Turtle Education Programme



**304** students



**33** teachers



**15** schools





Our  
ACHIEVEMENT

## OUR PROGRAMME KPI

We're proud of our KPI achievement and the colleagues behind them. Our commitment to bring ESD to each and every classroom being recognised by Ministry and as well local government. Our goal is to make a tangible impact on people and society. Altogether, we are expanding access to quality education nationwide, contributing towards the sustainable communities and building green ambassadors for life.

### 04 INDUSTRIAL REVOLUTION 4.0

#### 4.1 Zero2Entrepreneur



**100** students



**20** teachers



**10** schools

### 05 CLIMATE CHANGE

#### 5.2 Tiny Forest Project



**250** students



**54** teachers



**5** schools



**2** tiny forest developed in school compound

#### 5.3 Climate Ready Classroom



**295** students



**67** teachers



**13** schools

## TRACK RECORD OF EXPERIENCE

GGAF has worked with some big names over the years. We've repeatedly proven our adaptability and professionalism by taking on big projects and delivering original solutions every time.

Name of program / Year	Major Program Focus	Geographic coverage	Donor Name / Partner
Eco Schools Programme 2016-present	Education Pathway	Melaka, Kedah, Perak, Kelantan, Perlis	Yayasan Sime Darby, WWF Malaysia, The Datai Langkawi, MBInc Perak, KPKB
Young Reporters for the Environment 2019-present	Education Pathway	Nationwide	Yayasan Sime Darby, WWF Malaysia, The Datai Langkawi
Sea Turtle Friendly Lighting Project 2019-2022	Environment and Education Pathway	Melaka	SGP - GEF UNDP
Massive Open Online Courses (MOOC) 2020-2022	Education Pathway	Nationwide	IMT-GT UNINET & IHS, ERASMUS UNIVERSITY
Carbon Inventory Training 2018	Economy Pathway	Melaka	ICLEI
Climate Ready Classroom Programme 2018 -present	Environment Pathway	Melaka	Keep Scotland Beautiful, Majlis Perbandaran Hang Tuah Jaya
Green Project Management 2021	Environment Pathway	Melaka, Selangor	GPM and SusNET
Superfruits Valley 2015 - present	Economy Pathway	Perlis	IMT-GT UNINET
Turtle Education Programme 2018 - present	Education Pathway	Melaka	SGP - GEF UNDP, WWF Malaysia
All For You 2018 - present	Economy Pathway	Selangor	IMT-GT UNINET

Our  
EXPERIENCE

## A STRONG COALITION OF PARTNERS

We recognize the importance in forging key partnerships and close collaborations with vendors and partners alike as we endeavor to provide our clients with the best value propositions possible. Therefore, we continue to establish strategic alliances with other established sustainability agencies in the market.

### Local



### International



Our  
PARTNERS



## OUR CONTACT DETAILS

### Executive Director Office



**Dr. Muhammad Mahadi Bin Mohamad**  
Executive Director,  
Green Growth Asia Foundation  
A-02-10, Plaza Damas 3, Jalan Sri Hartamas 1, 50480, KL  
[mahadi.mohamad@gmail.com](mailto:mahadi.mohamad@gmail.com)

### Chief Executive Office



**Mr. Balamurugan Ratha Krishnan**  
Chief Executive,  
Green Growth Asia Foundation  
21-2, Jalan DR 1, Taman Delima, 75150, Bukit Baru, Melaka  
[balamurugan.rk@greengrowthasia.org](mailto:balamurugan.rk@greengrowthasia.org) / +60 12 216 6826

### Programme Director Office



**Mr. Sri Themudu**  
Programme Director,  
Green Growth Asia Foundation  
C/O Malaysian Global Innovation & Creativity Centre (MaGIC)  
3730, Persiaran Apec, Cyberjaya, 63000 Cyberjaya, Selangor  
[sri.tbb@greengrowthasia.org](mailto:sri.tbb@greengrowthasia.org) / +60 12 695 4240

### National Youth Engagement Desk



**Aysha Binti Zamuel**  
National Youth Programme Lead  
Green Growth Asia Foundation  
C/O Malaysian Global Innovation & Creativity Centre (MaGIC)  
3730, Persiaran Apec, Cyberjaya, 63000 Cyberjaya, Selangor  
[ayshazamuel@greengrowthasia.org](mailto:ayshazamuel@greengrowthasia.org)





Our  
CONTACT



## OUR WEBSITE AND SOCIAL MEDIA





### GENERAL

#### Green Growth Asia Foundation (Primary Links)




-  <https://greengrowthasia.org/>
-  [greengrowthasiafoundation](#)
-  [GreenGrowthAsia](#)
-  [greengrowthasiafoundation](#)

### PROGRAMME AND AFFILIATION





#### Eco-Schools Melaka (Affiliated Links)

-  [ecoschoolsmelaka](#)
-  [ecoschoolsmk](#)
-  [ecoschoolsmelaka](#)
-  [greenschoolmalaysia](#)


#### Eco-Schools Kedah (Affiliated Links)

-  [ecoschoolskedah](#)
-  [ecoschoolskedah](#)
-  [ecoschoolskedah](#)


#### Young Reporters for the Environment Malaysia (Affiliated Links)

-  [yremalaysia](#)
-  [yremalaysia](#)
-  [yremalaysia/](#)
-  [Young Reporters for the Environment Malaysia](#)

#### RCE Melaka (Affiliated Link)

-  [RCE-Melaka](#)

#### Climate Ready Classroom (Affiliated Link)

-  [RCE-Melaka](#)



Our  
MEDIA  
COVERAGE

## OUR MEDIA FOOTPRINT



### News Article / Press Releases

<https://drive.google.com/drive/folders/1VHIAfZmtBfNPetEs4vCCTmvfoHFDixzI?usp=sharing>



### DidikTV

<https://youtu.be/k278AECfAzs>



### Astro Radio News

<https://player.whooshkaa.com/episode?id=806159>



